



## Words That Work

### The Ten Rules of Effective Language

Rule One: **Simplicity**: Use Small Words

Rule Two: **Brevity**: Use Short Sentences

Rule Three: **Credibility** Is As Important As Philosophy

Rule Four: **Consistency** Matters

Rule Five: Offer Something **New**

Rule Six: **Sound** and **Texture** Matter

Rule Seven: Speak **Aspirationally**

Rule Eight: **Visualize**

Rule Nine: Ask a **Question**

Rule Ten: Provide **Context** and Explain **Relevance**

From *Words that Work: It's Not What You Say, It's What People Hear*, by Dr. Frank Luntz (2007)